INDEX
BURROUGHS CLEARING HOUSE
...1957...

BANK MANAGEMENT

LOANS–INVESTMENTS IN A TIGHT MONEY MARKET.....JANUARY
David M. Kennedy, President, Continental Illinois National Bank and Trust Company of Chicago, Chicago 90, Illinois

A NEW BANK RESERVES PLAN.....FEBRUARY
Evans Woollen, Jr., Chairman of the Board, American Fletcher National Bank and Trust Company, Indianapolis, Indiana

WILL STATE BANK LAWS ADJUST TO GROWING PRESSURES?.....MAY
Ed Tyng

WHAT'S AHEAD FOR SAVINGS-LOAN ASSOCIATIONS?.....JUNE
A. G. Theobald, President, First Federal Savings and Loan Association, Peoria, Illinois

BANKING FOR BANKERS.....JULY
William F. Miller, Vice-President, Citizens Fidelity Bank and Trust Company, Louisville, Kentucky

A COUNTRY DOCTOR-BANKER'S PROFIT PRESCRIPTION.....AUGUST
Dr. J. F. Adams, President, Bank of Commerce, Woodbury, Tennessee

BANK OF ENGLAND—ITS INFLUENCE AND CONTROLS.....SEPTEMBER
Frank Plachy, London Correspondent

JOSEPH C. WELMAN—CHAMPION OF SMALL BANKS.....OCTOBER
Norman E. Douglas, Associate Editor, *Burroughs Clearing House*

BANK CREDIT POLICIES

MEETING TODAY'S BANK CREDIT PROBLEMS.....FEBRUARY
The Editors

THE CHALLENGE OF GROWTH.....MARCH
D. H. Groen, Vice-President and Trust Officer, The First National Bank and Trust Company, Pekin, Illinois

MAKING AN ART OF BORROWER INTERVIEWS.....APRIL
John I. Smith, Farm Representative, The First National Bank, Fayetteville, Arkansas

AWARD-WINNING PROGRAM OF A COUNTRY BANK.....MAY
C. B. McAllister, President, Sea Island Bank, Statesboro, Georgia

OPERATION BOOTSTRAP.....JUNE
William Parker, President, Citizens Bank, Lafayette, Tennessee

OPERATING—PERSONNEL

A GRASSROOTS APPROACH TO WORK SIMPLIFICATION ..... APRIL
Everett J. Livesey, Vice-President and Secretary, The Dime Savings Bank of Brooklyn, Brooklyn 1, New York

THE CONTROVERSIAL ISSUE OF PRE-AUTHORIZED CHECKS ..... JUNE
Edith H. Goodman

BANK SUGGESTION PLANS—BOON OR BUST? ..... AUGUST
Lester H. Mason, Associate Editor, *Burroughs Clearing House*

UP-DATING BANK OPERATIONS ..... NOVEMBER
The Editors

STAFF EDUCATION IN A PALATABLE PACKAGE ..... NOVEMBER
Earl V. Burke

MEASURING EFFICIENCY IN THE OPERATING DEPARTMENTS .. DECEMBER
Edward B. Le Fevre, Manager of Statistical Department, Bank of the Commonwealth, Detroit, Michigan

NEW BUSINESS—PUBLIC RELATIONS

THE SCRAMBLE FOR SAVINGS ..... JANUARY
Glen Christman, Associate Editor, *Burroughs Clearing House*

TRUST DEVELOPMENT IDEAS FOR SMALLER BANKS ..... JANUARY
Joseph H. Schilder, Assistant Vice-President and Assistant Trust Officer, The Security National Bank, Sheboygan, Wisconsin

MARKET RESEARCH: A GUIDE FOR MANAGEMENT ..... JANUARY
Donald Ostensoe, Advertising Director, The First National Bank of Portland, Portland, Oregon

EAST MEETS WEST IN NEW SAN FRANCISCO BANK ..... JANUARY
Earl V. Burke

BANKING'S BIG MARKETING JOB ..... APRIL
Alexander B. Adams, Vice-President, National Bank and Trust Company, Pittsburgh 30, Pennsylvania

HUMAN RELATIONS FOR TELLERS ..... MAY
Harold F. Moeller, Executive Vice-President, The Chase Manhattan Bank, New York 15, New York

PROMOTION IDEA: MINUTE MAN BANKING ..... JUNE
Jack Coughlin, Director, Advertising and Public Relations Department, County Bank and Trust Company, Passaic County, New Jersey

WHAT CUSTOMERS THINK ABOUT DRIVE-IN BANKING ..... OCTOBER
Robert L. Schutt, Regional Sales Manager, Diebold, Inc., Detroit, Michigan

A BUSINESS-BUILDING CHECKING ACCOUNT PROGRAM ..... NOVEMBER
Chester N. Eggen, Vice-President and Comptroller, Richfield State Bank, Richfield, Minnesota

FUNDAMENTALS IN HANDLING PRESS RELATIONS.....NOVEMBER
Ed Tyng

NEW TOOL FOR BANKS: MOTIVATION RESEARCH.....DECEMBER
Mackarness H. Goode, Farley Manning Associates, New York 17, New York

LOANS—INVESTMENTS

PROFIT-IDEAS FOR THE BOND ACCOUNT.....FEBRUARY
Norman Brassler, Executive Vice-President, County Bank and Trust Company, Paterson 1, New Jersey

LOW-RATE BANK LOANS FOR HIGHER EDUCATION.....MARCH
George A. Douglas, Jr., Director of Public Relations, Massachusetts Bankers Association, Boston 10, Massachusetts

HOW WE DOUBLED OUR TITLE I LOAN BUSINESS.....APRIL
D. Z. Albright, Vice-President in charge of Instalment Loans, Security-First National Bank of Los Angeles, Los Angeles 54, California

FINANCING ASPECTS OF INDUSTRIAL DEVELOPMENT.....JULY
Glen Christman, Associate Editor, *Burroughs Clearing House*

IN MORA, MINNESOTA: BIG RETURNS FOR SMALL LOANS.....JULY
Frank P. Powers, President, Kanabec State Bank, Mora, Minnesota

WHAT CASH POSITION MEANS TO THE BUSINESS CUSTOMER.....SEPTEMBER
H. T. Riedeman, Former Vice-President, Chicago National Bank, Chicago 90, Illinois

BUILDING FARM PROSPERITY.....DECEMBER
Leonard Simmer, President, The Chillicothe State Bank, Chillicothe, Missouri

SYSTEMS—RECORDS—COSTS

STAFFING YARDSTICKS FOR OPERATING DEPARTMENTS.....MARCH
H. J. Schaberg, Vice-President and Cashier, The First National Bank and Trust Company, Kalamazoo, Michigan

MORE AUTOMATIC: A PLAN TO CUT POSTING COSTS.....MARCH
A. E. Staley and Forde Steele, Vice-Presidents, Central National Bank of Cleveland, Cleveland 1, Ohio

COMMUNICATIONS CENTER.....AUGUST
William A. Henderson, Vice-President and Cashier in Charge of Operations, Crocker-Anglo National Bank, San Francisco 20, California

SOLVING THE BANK'S HOUSEKEEPING PROBLEM.....AUGUST
Jack A. Donis, Assistant Vice-President, The First National Bank of Elkhart, Elkhart, Indiana

HOW WE IMPROVED OUR BOOKKEEPING WORK FLOW.....SEPTEMBER
Fred R. Orth, President, First National Bank in Grand Forks, Grand Forks, North Dakota

REDUCING COSTS ON SPECIAL CHECKING ACCOUNTS.....OCTOBER
Paul A. Remmell, Vice-President, Operations Coordinator, Manufacturers Trust Company, New York, New York

SPECIAL ARTICLES

SPARKING A BUSINESS AREA FACE-LIFTING ..... FEBRUARY
Don Wright, Assistant Vice-President, The Security Bank of Ponca City, Ponca City 1, Oklahoma

THE MOUNTING SHORTAGE OF BANK EXAMINERS ..... MAY
Harvey Berman

BANK BUILDINGS IN THE NEWS ..... JULY

PROGRAM: A.B.A. CONVENTION ..... SEPTEMBER
Norman E. Douglas, Associate Editor, *Burroughs Clearing House*

NEWS REPORT: A.B.A. CONVENTION ..... OCTOBER
The Editors

WORLD BANKERS' IDEAS ON RAISING ECONOMIC LEVELS ..... DECEMBER
Earl V. Burke

REGULAR FEATURES

WASHINGTON VIEWPOINT ..... MONTHLY
John Donoghue

CANADIAN BANKING ..... MONTHLY
James Montagnes

COURT DECISIONS ..... MONTHLY
Frederick C. Fiechter, Jr.

THE BOOKLET COUNTER ..... MONTHLY

THE PERSONALITY SPOTLIGHT ..... MONTHLY

TRENDS IN FINANCE ..... MONTHLY

DIRECTOR CLUTCHBILL
Fred Copeland

A Ferndale National Loan Goes to Seed ..... February

Mr. Clutchbill Goes on a Deposit Hunt ..... April

Ferndale National's Berry Bonanza ..... June

Mr. Clutchbill Renders a Safekeeping Service ..... August

Ferndale National Revives an Old Counter Vogue ..... October

Mr. Clutchbill Makes a Sparkling Audit ..... December

Printed in U. S. America